

***What Is Claimed Is:***

1           1.       A method for providing a user with a short-range weather adapted,  
2 business forecast, comprising the steps of:

- 3                   (1)     providing the user with a selection of product categories;  
4                   (2)     receiving, from the user, a product category input from among said  
5 selection of product categories;  
6                   (3)     providing the user with a selection of specific products based on  
7 said product category input;  
8                   (4)     receiving, from the user, a specific product input from among said  
9 selection of specific products;  
10                  (5)     receiving a future time period input from the user, wherein said  
11 future time period encompasses at least one day;  
12                  (6)     receiving a geographic location input from the user; and  
13                  (7)     displaying to the user, via a graphical user interface, a first weather  
14 favorability map of said geographic area that displays the weather favorability for  
15 said specific product, within said product category, for each day within said  
16 future time period;  
17                  whereby the user can make informed retail-based advertising, allocation,  
18 placement, promotion and staffing decisions using said first weather favorability  
19 map.

1           2.       The method of claim 1, wherein said first weather favorability map  
2 indicates one of the following ratings for each day within said future time period:

- 3                   (i)     “more favorable”,  
4                   (ii)    “favorable”,  
5                   (iii)   “neutral”,  
6                   (iv)   “unfavorable”, and  
7                   (v)    “less favorable”.

1 3. The method of claim 1, wherein said future time period inputted by the  
2 user is the next upcoming weekend.

1 4. The method of claim 1, wherein said future time period inputted by the  
2 user is the current week.

1 5. The method of claim 1, wherein step (7) comprises the steps of:

2 (a) querying a forecast weather database for weather forecast data for  
3 said future time period and for said geographic location;

4 (b) querying an application database for a favorability matrix  
5 associated with said specific product; and

6 (c) determining a favorability rating for said specific product during  
7 each day of said future time period in said geographic location using said  
8 favorability matrix.

1 6. The method of claim 5, wherein step (7) further comprises the steps of:

2 (d) querying a weather history database for historical weather data for  
3 said geographic location, and a past time period, wherein the days with said past  
4 time period correspond to the same days for  $L$  years ago within said future time  
5 period; and

6 (e) displaying to the user, via said graphical user interface, a second  
7 weather favorability map of said geographic area that displays the weather  
8 favorability for said specific product, within said product category, for each day  
9 within said past time period;

10 whereby said second favorability map allows the user to compare the  
11 forecasted favorability of said first favorability map with historical data.

1 7. The method of claim 6, wherein  $L$  is either one or two.

1 8. A system for allowing a user to perform short-range weather adapted,  
2 business forecasting, comprising:

3 (A) a historical weather database containing historical weather  
4 information for a geographic area;

5 (B) a future weather database containing weather forecast information  
6 for said geographic area;

7 (C) an application database, connected to said historical weather  
8 database and said future weather database, that stores a plurality of weather  
9 favorability matrices, each being associated with at least one of a plurality of  
10 products; and

11 (D) a graphical user interface, connected over a network to said  
12 application database, capable of displaying weather favorability maps for each of  
13 said plurality of products in said geographic area during each day of a user-  
14 specified future time period;

15 whereby the user can make informed retail-based advertising, allocation,  
16 placement, promotion and staffing decisions using said weather favorability  
17 maps.

1 9. The system of claim 8, further comprising:

2 (E) an application server, connected to said network, capable of  
3 querying said application database and said future weather database in order to  
4 generate said weather favorability maps displayed on said graphical user  
5 interface.

1 10. The system of claim 8, wherein said network is at least a portion of the  
2 Internet.

11. A computer program product comprising a computer usable medium having control logic stored therein for causing a computer to provide a user with a short-range weather adapted, business forecast, said control logic comprising:

first computer readable program code means for causing the computer to provide the user with a selection of product categories;

second computer readable program code means for causing the computer to receive, from the user, a product category input from among said selection of product categories;

third computer readable program code means for causing the computer to provide the user with a selection of specific products based on said product category input;

fourth computer readable program code means for causing the computer to receive, from the user, a specific product input from among said selection of specific products;

fifth computer readable program code means for causing the computer to receive a future time period input from the user, wherein said future time period encompasses at least one day;

sixth computer readable program code means for causing the computer to receive a geographic location input from the user; and

seventh computer readable program code means for causing the computer to display to the user, via a graphical user interface, a weather favorability map that displays the weather favorability for said specific product, within said product category, for said geographic area and for each day within said future time period.

1 12. The computer program product of claim 11, wherein said seventh  
2 computer readable program code means comprises:

3 eighth computer readable program code means for causing the computer  
4 to query a forecast weather database for weather forecast data for said future time  
5 period and for said geographic location;

6 ninth computer readable program code means for causing the computer  
7 to query an application database for a favorability matrix associated with said  
8 specific product; and

9 tenth computer readable program code means for causing the computer  
10 to determine a favorability rating for said specific product during said future time  
11 period in said geographic location using said favorability matrix.

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